

March / April 2007

Welcome to our Autumn edition

"Character is made by what you stand for, reputation, by what you fall for." Robert Quillen.



In this edition we help you get on track to meet your sales goals by training your staff using Govt. subsidies that are available right now! It all starts by getting behind the program and supporting your team. This edition focuses on tips and encouragement you could offer. Plus all details of our Student of the Year Award over the page.

We are Australia's leading sales and service training organisation committed to implementing world class business development programs. Our goal is to match solutions that bridge the performance gap in your business and we support this with our 100% money back service guarantee.

This publication is targeted at keeping you in touch with the latest techniques in developing your staff, and in touch with our very special training options and packages. It's too hard doing it by yourself, so fortunately there are alternatives.

Welcome to our new clients...

- Carlingford Court, NSW
- Darby Shopping Centre, QLD
- Discount Vitamin Centres
- Edge Cards and Gifts, ACT
- Healthy Life group
- Lotterywest, WA
- Petbarn, NSW
- Secure Parking, NSW

We are focused on your success.

P: 1300 736 005, F: (02) 9659 5314,

E: info@targettraining.com.au, or visit our website on www.targettraining.com.au

For an e-version of this newsletter, simply contact us at info@targettraining.com.au. Wishing you successful trading.

Louise Targett

Are you having trouble encouraging your staff to take part in training?

"It's not the cards, it's the way they are played."

We hear time and time again, that retail managers and business owners have trouble gaining a serious commitment from their staff to various training initiatives. While attitude is the controlling behaviour over skill and knowledge; a poor attitude can make or break team completion rate of programs.

Here are some tips to help gain commitment:

- ✓ Promote the benefits to them, eg. You are funding the training and they will learn skills/knowledge that is invaluable for a lifetime.
- ✓ Gain 'supporters' of the training and ask them to spread the good word or address staff directly.
- ✓ Pull staff together in a team meeting and invite us along (complimentary) to motivate, innovate and gain their commitment.**
- ✓ Remind them with skills shortage issues affecting our industry that only up-skilled staff can remain on the team.

** Considering our passion for training and staff growth, call us today with time/date of your next team meeting and we will even bring the prizes!



Congratulations to the 5 recent graduates at Between the Flags who completed Certificate III in Retail Supervision

Are you on track to meet your sales forecasts to June 30?

"People ask you for criticism, but they only want praise"- S. Maughan

Consider some sales and service training and assessment. We can align your business' needs with Australian recognised qualifications and apply for Government subsidies to pay for the training, mentoring, and follow through assessment we apply with each of your team members. You may be eligible for up to \$4000 per person who participates. Contact us for more details on 1300 736 005.

Top 10 Tips to Maximise Completion Rate (of courses) amongst your team members

1. Show that you support them through it – you may choose to do it yourself to really lead by example.
2. Choose the course and elective units carefully – best fit to workplace conditions is always ideal.
3. Talk to the trainer/subject experts – to ensure they really understand your workplace and team responsibilities.
4. Encourage group dynamics in the training – learners can also learn from each other.
5. Understand the assessments – so that you can assist them if they have questions.
6. Encourage further reading / research – to assist with easier workplace application.
7. Encourage them to set aside study time – completing assessment task to prove workplace application is essential.
8. Encourage group learning as well as individual learning – to make the learning fun.
9. Explain the importance of having an understanding family for support.
10. Enjoy the learning experience!

Have you heard about our Student of the Year Award?

"Most people die with the music still locked in them!"

We have dozens of trainers working with our learner groups, and hundreds of participants. Even so, our Training Administration team see every assessment task submitted by every student, as part of our quality control.

Here are the judging criteria for Student of the Year:

- Attendance at group training sessions.
- Participation in the training sessions.
- Submitting of assessment tasks by due date.
- Competency of unit assessments.

The competition closes Friday 7 December 2007. The winner will receive a Westfield Shopping voucher to the value of \$300.00, as well as a personally engraved trophy.

If you are managing the training function for your team, please be sure to pass on this information to provide them with every opportunity to be our winner!

Have you met Sophie Shornikov?

Sophie is our Client Liaison Manager. Her specialty is project managing, to ascertain the most appropriate strategy for you and your team. She can assist you with qualifying requirements under the Australian Traineeship Program and contextualise the learning guides in line with your business systems.

Sophie has a Bachelor of Applied Science, a Certificate IV in Assessment and Workplace Training and is currently completing a Diploma in Frontline Management.



Enter our Competition...

Call or email us for an application form where you are asked to write no more than 100 words outlining why your staff need training. Remember to include some detail about your staff's commitment to the program.

The entries will be judged by our office team of life long learners! The winning team will receive 3 hours of non-accredited workshop-style training, choosing from a wide range of topics.

Email entries to: info@targettraining.com.au

Entries close: Monday 30 April 2007

